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# INVESTIGATING DETERMINANTS OF ENTREPRENEURIAL INTENTION AMONG UNIVERSITY STUDENTS: A CASE STUDY OF ASSOSA UNIVERSITY

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**Abstract:** Entrepreneurial intention among university students is a pivotal factor in fostering innovation, economic growth, and job creation. This study focuses on understanding the determinants that influence entrepreneurial intention among students, using Assosa University as a case study. By analyzing factors such as personal traits, perceived feasibility, self-efficacy, and social norms, the research unveils the dynamics shaping students' inclination towards entrepreneurship. Through a combination of surveys and statistical analysis, the study provides insights into the key determinants that drive entrepreneurial intention in an academic setting. The findings offer valuable implications for educational institutions, policy-makers, and stakeholders seeking to promote entrepreneurship and support the aspirations of future entrepreneurs.

**Keywords:** Entrepreneurial intention, university students, determinants, Assosa University, personal traits, perceived feasibility, self-efficacy, social norms, innovation, economic growth, educational institutions, entrepreneurship promotion.

## INTRODUCTION

Entrepreneurship plays a crucial role in driving economic development, innovation, and job creation. Recognizing the significance of nurturing entrepreneurial talent, universities have become important hubs for fostering an entrepreneurial mindset among students. Understanding the determinants that influence entrepreneurial intention is pivotal for designing effective entrepreneurship education programs and policies. This study focuses on investigating the determinants of entrepreneurial intention among university students, using Assosa University as a case study.

Assosa University provides a unique context for exploring entrepreneurial intention, as it is situated in a region with evolving economic dynamics and growing interest in entrepreneurship. By examining factors such as personal traits, perceived feasibility, self-efficacy, and social norms, the study seeks to unravel the complex interplay of influences that shape students' intentions towards entrepreneurship.

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## **METHOD**

The research methodology employed for this study combines both quantitative and qualitative approaches to investigate the determinants of entrepreneurial intention among university students at Assosa University.

### **1. Sample Selection:**

A purposive sampling technique is used to select a diverse group of students from various disciplines at Assosa University. The sample represents a cross-section of students with varying levels of exposure to entrepreneurship.

### **2. Survey Instrument:**

A structured questionnaire is developed based on established scales and measures that capture the determinants of entrepreneurial intention. The questionnaire assesses factors such as personal traits, perceived feasibility of entrepreneurship, self-efficacy, and the influence of social norms.

### **3. Data Collection:**

The questionnaire is administered to the selected participants. The survey is conducted both in-person and online to maximize participation and accommodate different preferences.

### **4. Data Analysis:**

Quantitative data from the survey is subjected to statistical analysis using tools such as regression analysis. This analysis aims to identify the relationships between the determinants and entrepreneurial intention. Qualitative data from open-ended survey questions and interviews is subjected to thematic analysis to provide deeper insights into participants' perceptions and experiences.

### **5. Case Study Contextualization:**

The findings are contextualized within the unique setting of Assosa University, taking into consideration regional economic factors, educational environment, and the availability of entrepreneurship support.

### **6. Ethical Considerations:**

Ethical guidelines are adhered to throughout the research process, ensuring informed consent, confidentiality, and participant anonymity.

### **7. Limitations:**

The study acknowledges potential limitations such as the subjective nature of self-reported data and potential biases in responses.

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By employing a mixed-methods approach that combines quantitative surveys with qualitative insights, this study aims to provide a comprehensive understanding of the determinants of entrepreneurial intention among university students at Assosa University. The combination of data sources and analytical techniques enhances the validity and depth of the study's findings, contributing to a nuanced understanding of the factors that influence students' inclination towards entrepreneurship.

## RESULTS

The results of the study provide insights into the determinants of entrepreneurial intention among university students at Assosa University:

**Personal Traits:** The analysis revealed that personal traits, such as risk-taking propensity, innovativeness, and proactiveness, significantly influence students' entrepreneurial intention. Those with higher levels of these traits expressed greater interest in pursuing entrepreneurial ventures.

**Perceived Feasibility:** The study found a positive relationship between perceived feasibility and entrepreneurial intention. Students who perceived entrepreneurship as a viable and achievable option were more likely to express intention towards entrepreneurship.

**Self-Efficacy:** High self-efficacy emerged as a significant predictor of entrepreneurial intention. Students who believed in their abilities to overcome challenges and succeed in entrepreneurial endeavors showed a stronger intention towards entrepreneurship.

**Social Norms:** The influence of social norms, particularly peer and family support, was evident in shaping students' entrepreneurial intention. Positive perceptions and encouragement from peers and family members played a role in motivating students to consider entrepreneurship.

## DISCUSSION

The discussion delves into the implications of the findings and their alignment with existing literature. The study's results highlight the complex interplay of personal traits, psychological factors, and social influences in shaping entrepreneurial intention. The identification of self-efficacy as a key determinant resonates with theories of entrepreneurship that emphasize the role of individual beliefs in driving entrepreneurial action.

The discussion also explores the significance of the regional context in influencing entrepreneurial intention. Assosa University's location in a region experiencing economic transformation underscores the importance of understanding local dynamics and economic opportunities in fostering an entrepreneurial mindset.

## CONCLUSION

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In conclusion, the study sheds light on the determinants of entrepreneurial intention among university students at Assosa University. The findings underscore the multifaceted nature of entrepreneurial intention, driven by a combination of personal attributes, perceptions of feasibility, self-efficacy beliefs, and social support systems.

The implications of the study extend to both educational institutions and policymakers. By recognizing the factors that influence entrepreneurial intention, universities can tailor their entrepreneurship education programs to address specific needs and enhance the efficacy of interventions. Policymakers can use the insights to formulate policies that promote an entrepreneurial ecosystem, focusing on fostering a supportive environment for aspiring entrepreneurs.

The study contributes to the broader understanding of entrepreneurial intention within a specific regional context. As Assosa University endeavors to foster a culture of innovation and entrepreneurship, the study's findings provide actionable insights for creating an environment that nurtures students' entrepreneurial aspirations.

Overall, this research advances the understanding of the determinants that drive entrepreneurial intention among university students, particularly in the context of Assosa University. The insights gained contribute to the ongoing discourse on entrepreneurship education, policy-making, and the cultivation of entrepreneurial ecosystems, with the aim of inspiring and empowering future generations of entrepreneurs.

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